

OU student will celebrate on Friday with 17-hour holiday

Princess Attira XVIII will reign over fun of 1952 Ma-ie Day activities

Friday!

OU students are in for a 17 hour holiday including skits, a parade, breakfast and all-school dance. 1952 Ma-ie Day will take precedence over campus study and other scholarly activity for the annual student fun day.

An 8 a.m. breakfast in Elmwood Park will open Ma-ie Day officially. Bacon, eggs, sweet rolls, oranges and coffee will be served early morning celebrants. Breakfast tickets are 50 cents and are being sold at the ticket window in the lower hall.

After the breakfast at 8:30 sharp Princess Attira will be revealed. The ceremony will be held at the breakfast site in Elmwood park.

All floats are due behind the Fieldhouse at 9:30. The line-up will start at 10:30. The ten competing floats will be judged three times—at the Fieldhouse, during the parade, and after the parade. The parade will proceed on Dodge to 30th Street, north on 30th to California, past

Creighton University, and then the parade will go south on 20th to Farnam Street where the university band will join the parade for the march through downtown Omaha.

The parade will go down Farnam to 15th street, over to Dodge and back to the University.

Skits will take over in the afternoon from 1:30 till 5. Continuity between skits will be variety acts serving as tie-ins. Organization representatives will draw for float and skit places at 3 p.m. tomorrow in room 350.

Eddy Haddad will play for the dance from 9 p.m. to 1 a.m. at Peony Park. The top float, skit and decorated car awards will be announced. Cars in the parade must be decorated and must be registered in the ticket office by Thursday. The ticket office will close at noon this week. Only 150 cars will be allowed.

Student vote falls short of goal, but sets new OU record

Greeks sweep Council posts; only two repeat; Princess vote cast

Voting the student election last Friday set a new modern school record, as 56 percent of the eligible students cast their ballots. This percentage is well over the 49½ percent who voted last fall, the 52 percent last spring and the 50 percent in the fall of 1950.

A total of 687 students voted Friday, with the junior class having the highest percentage with 62. The sophomores were close behind with 60 percent, while the freshmen and seniors each had 51 percent.

The jump in percentage is attributed to the "Get-out-the-vote" campaign sponsored by the Interfraternity, Panhellenic and Student Councils. A student committee contacted nearly all students and urged them to vote.

Voting was for the 12 Student Council posts and the Board of Student Publications, plus elec-

tion of Ma-ie Day Princess. Only two members were re-elected to the Council, Marilyn Sibert of Zeta Tau Alpha and Joan Willey of Alpha Xi Delta, as all posts were filled by Greeks.

Senior Council members

The senior Council members are Miss Sibert, Syntha Judd of Alpha Xi, Irv Jones of Pi Kappa Alpha, and Ray Hampton, Theta Chi. Representing the juniors will be Merlyn Fratt and Larry Brehm, Theta Chi, Phyllis Wilke of Chi Omega, and Derelle Blumer of Zeta.

Sophomore members are Jerry Welling, Pi Kap, Jerry Tannahill, Theta Chi, Miss Willey and Joanne Gross, Alpha Xi.

Student Publications

Serving on the Board of Student Publications will be Joanne Larkin, Chi O, and Burt McMillan of Sigma Phi Epsilon.

The Ma-ie Day Princess will not be revealed till the Ma-ie breakfast Friday morning.

Candidates for the Princess Attira XVIII honor are Bonny Burgess, Zeta; Dorothy Hines, Alpha XI; Gloria Johnson, Chi O; Carol Miles, Sigma Kappa; and Nancy Will, Independents.

OU voters press Union; use write-in

The write-in voting for a Student Union in Friday's election resulted in an expression of "yes" by 61 percent of the students who voted.

Of the 687 voters, 422 said they favored the Union. This does not mean, however, that the remaining students were against the proposed building. Actually only four students voted against it, with three favoring a Library.

The remaining 38 percent, or 258 voters, did not express an opinion on the Union.

The write-in campaign was started to test student opinion on the Union and to give the Board of Regents an idea of the student interest.

The final decision rests with the Regents. But plans must first be drawn up and the financing possibilities studied.

Several means of financing the building are available part of the mill levy, the floating of bonds, and a student assessment being among the possibilities.

However university officials hesitate before levying an additional fee such as an Student Union fee, especially on students in the upper grade levels. Still, as Dr. Milo Bail said, "The students will have to finance the building when and if we have one." Such financing would probably take the form of rental fees for the use of the ballroom for special activities.

The Gateway

Vol. 31

University of Omaha, Omaha Nebr., May 6, 1952

No. 40



Candidates for OU's first Honorary Colonel of the Air Force ROTC Military Ball smile for photographer. Those seated are (left to right) Marilyn Sibert, Phyllis Wilke and Pat Cosford. Standing are June Williams, Joanne Gross and Ruth Longville.

Six candidates for Honorary ROTC Colonel may appear on television before Military Ball

With the first annual AF-ROTC Military Ball only about ten days away, final preparations center around the six candidates for Honorary Colonel.

The members of the Angels' Flight who are vying for the honorary positions are Pat Cosford, Joanne Gross, Ruth Longville, Marilyn Sibert, Phyllis Wilke and June Williams.

Photographs of the candidates

are to be displayed in downtown store windows. Jack Katz, public information for the AF-ROTC, is also arranging for the candidates to appear on television.

The Honorary Colonel and other honorary officers will be revealed at the ball, which will be held May 16 at Peony Park. Tony Pastor and his orchestra will provide the music.

Alumni Achievement Day to honor NBC-TV news head, Ad Schneider

Ad Schneider, director of NBC-TV News and Special Events, will be honored by the Alumni Association at its annual Achievement Day Banquet, May 31. It is a part of commencement activities.

Schneider attended the university from 1930 to 1935. He is a former employee of the World-Herald and radio station WHO, Des Moines, Ia.

The banquet is scheduled for 6:30 p.m. in the auditorium. A reception honoring Schneider will precede the banquet at 5 p.m. in the faculty clubroom.

This year's banquet will also honor the graduating classes of 1917, '22, '27, '37, '42 and '47.

According to Ed Howe, Alumni Association president, the affair is held each year to honor an outstanding and noteworthy graduate of the university. In charge of arrangements is Bill Fear, '50.

Invitations are being issued to all newspaper, radio and advertising people in the Omaha area.

Vocations Week feature mathematics

Displays of mathematical apparatus will be the highlight of the Vocations Week beginning today and lasting through Thursday. The displays and seminars will be held in room 209.

H. W. Becker, of the Omaha Electronic Institute, will speak today at 11 a.m. on "Mathematics Needed in Electronics." To-

Going to the dogs...



photo by MAC

... not the girl—the election. Poor "Igor." If he didn't lead a dog's life last week, we'd like to know who did. A sorority literally made a pack horse out of him. "Igor" had nothing to say about the whole business. Evidently Bev Woods makes the big difference.

Campaigning was heated during the election. And students as well as Igor were a bit bewildered by it all.

Ma-ie Day is born

Ed's note: This is the second part of an article written by Pat Roessig Carlson, an OU grad. This history of Ma-ie Day appeared in the Spring, 1951, issue of the "Injun."

The year after the Silver Jubilee Day brought another problem. Sensing a possible revival of trouble the next year, the driving force behind the then struggling OU Alumni Association, Secretary Olga Strimple, proposed a contest.

Prizes, provided by the association, would be awarded to the students who presented to their Alma Mater the best thematic plan to coordinate social and athletic programs at the university (a unified motif which was sadly lacking up to this point).

Mrs. Strimple suggested the theme might revolve around the Indian customs, since Omaha U's original location at 24th and Pratt was once known as Elk Hill, a tribal campsite of the Omaha Indians.

Winning plan from Macy

One enterprising group struck out for the Macy (Nebr.) Indian Reservation to do some first-hand research. They brought back the winning plan and took home the bacon.

"O.U. Frosh May Be Known as Woodpeckers!" A World-Herald headline of Nov. 4, 1934, thus announced the results of the contest. According to tribal customs, very young men, in this case freshmen, were called woodpeckers.

Fortunately, this picturesque patter was never adopted in campus practice, but the 16-year-old Ma-ie Day tradition and the appellations of Indians, Braves, and Papooses assigned to Omaha's athletes, are directly traceable to the original suggestions.

Rules the grain'

The term "Ma-ie" refers to the end of the planting season—an occasion for festival in the Omaha tribe. An Indian maiden is chosen Princess Attira, or ruler over the grain, and presides throughout the day's celebration as insurance that the harvest will be abundant.

The first Ma-ie Day, May 16, 1935, bowed in like the first Gala Day—chilly and rainy, which meant no swimming at Peony Park.

THE GATEWAY

Published twice weekly for the University of Omaha by its Department of Journalism. Member of the Associated Collegiate Press.

Represented for national advertising by National Advertising Service, Inc., 420 Madison Ave., N. Y. C.

Subscription rates: One dollar a semester. Phone Glendale 4700, Extension 358.

EDITORIAL STAFF

Editor in Chief.....Tuck Moore
Managing Editor.....Berkeley Forsythe
Editorial Page Editor.....June Williams
Feature Editor.....Joyce Erdkamp
Ass't Feature Editor.....Marty Blacker
Feature Writer.....Larry Boersma
News Editors.....Burt McMillan
and Joanne Larkin
Society Editor.....Charlotte Weinberg
Ass't Society Editor.....Eileen Brown

Sports Editor.....Bob Peck
Ass't Sports Editor.....Lee Nelson
Photo Editor.....Mary Ann Conley
Ass't Photo Editor.....Bill Beindorf
Makeup Editor.....Howard Brisby
Copy Editor.....Bob Rasmussen
Copyreaders.....Loralee Lemen,
Roger Orr, Dorothy Hayes,
Bob Darragh, Bill Osick,
Paul Chering.

BUSINESS STAFF

Business Manager.....Herb Sklenar
Advertising Manager.....
Circulation Manager.....Bill McVicker

New robe

Ma-ie Day celebrations have expanded in recent years to include a picnic breakfast, competitive float parade, and more elaborate presentations of Princess Attira, replete with tom toms and Indian ceremonial robes.

A minor disaster occurred in 1949 when a psychological primitive allowed his emotions to express themselves. Following the Homecoming activities at Peony Park, the Indian ceremonial gown, used for both princesses, was stolen.

The Powers That Be were forced to commission an Omaha authenticist to reproduce a Sioux princess gown to replace the lost one. The dress is of doeskin, heavily beaded across the shoulders and down the sleeves, and much longer than its predecessor.

Mrs. Strimple suggested the theme might revolve around the Indian customs, since Omaha U's original location at 24th and Pratt was once known as Elk Hill, a tribal campsite of the Omaha Indians.

Winning plan from Macy

One enterprising group struck out for the Macy (Nebr.) Indian Reservation to do some first-hand research. They brought back the winning plan and took home the bacon.

"O.U. Frosh May Be Known as Woodpeckers!" A World-Herald headline of Nov. 4, 1934, thus announced the results of the contest. According to tribal customs, very young men, in this case freshmen, were called woodpeckers.

Fortunately, this picturesque patter was never adopted in campus practice, but the 16-year-old Ma-ie Day tradition and the appellations of Indians, Braves, and Papooses assigned to Omaha's athletes, are directly traceable to the original suggestions.

Rules the grain'

The term "Ma-ie" refers to the end of the planting season—an occasion for festival in the Omaha tribe. An Indian maiden is chosen Princess Attira, or ruler over the grain, and presides throughout the day's celebration as insurance that the harvest will be abundant.

The first Ma-ie Day, May 16, 1935, bowed in like the first Gala Day—chilly and rainy, which meant no swimming at Peony Park.

Sunshine Now

by
Jack Sonny

Just said good-bye to that long-winded snowman guy. Now have box seat for something never beat—the art exhibit of growing things.

Mighty tikes all over vacant lots swingin' bats, throwing balls, jumping over ground peppering air with ya-ke-te-yak.

On sidelines close some girl pals with long faces in hand still trying to figure how boys go mad over game with ball and bat.

School has fallen through, learning becomes vain, Friendship and words of warmth now give life worth.

Editorial...

On the election...

The Gateway has three opinions of the all-school election held Friday:

1. It was one of the loudest, rowdiest elections we have seen.
2. The interest displayed by some of the students would have been overlooked for a regular election—a 56 percent turnout. It was disgraceful for an election in which questions of such importance were at stake.
3. Top competition was displayed due to the over-all quality of the candidates. Congratulations to the winners!

Keep it clean...

With summer comes the usual love of the outdoors and distaste for the books. Students discover a brand new philosophy—"back to nature."

In their enthusiasm they often forget that the campus—despite its spring attire—can become "shabbily dressed" due to the lunch sacks, paper cups and sandwich wrappings.

We have a campus to be proud of. Let's keep it clean.

Be Happy-Go LUCKY!

My roommate wears my last clean socks—
My sweaters, too, she likes.
But still I've got the jump on her—
I smoke her Lucky Strikes!

Mary Laidlaw
Miami University

In a cigarette, taste
makes the difference—
and Luckies taste better!

The difference between "just smoking" and really enjoying your smoke is the taste of a cigarette. You can taste the difference in the smoother, mellow, more enjoyable taste of a Lucky... for two important reasons. First, L.S./M.F.T.—Lucky Strike means fine tobacco... fine, mild tobacco that tastes better. Second, Luckies are made to taste better... proved best-made of all five principal brands. So reach for a Lucky. Enjoy the cigarette that tastes better! Be Happy-Go Lucky! Buy a carton today!

L.S./M.F.T.-Lucky Strike
Means Fine Tobacco

Say L.S. if you're ever asked
What cigarette to buy—
And M.F.T.'s the answer when
They ask the reason why!

James M. Kennedy
Fordham University

I like the blonde in English lit—
My taste is good, you see—
In cigarettes, I like the taste
Of L.S./M.F.T.

Elias Schwartz
Stanford University



PRODUCT OF The American Tobacco Company
AMERICA'S LEADING MANUFACTURER OF CIGARETTES

OU trackmen invade Doane for track relay

Fifteen Omaha University trackmen will invade Doane College this afternoon and tonight for the Fourth Annual Doane Relays at Crete.

The traveling roster includes Roger Dunbier, Joe Nalty, Keith Christie, Jerry Tannahill, LaRue Garrett, Duane Sprick, Larry Johnson, Charley Hayes, Bob Schropp, Bernie Anderson, Doug Alford, Bernie Lainson, Jerry Clark, Mel Decker, and Charley Phillips.

Nalty holds the Relays record in the century with a :10.1 clocking in the 1951 edition of the meet.

Action starts at 3

All field events with the exception of the pole vault and the high jump will begin at 3. Preliminaries in the high hurdles and 100 yard dash will start at the same time.

At 7:30 p.m. the finals of the pole vault and high jump will get under way.

The opening relay sections of both the college and junior college divisions is slated to begin at 8. Hurdle and dash finals will be run off 15 minutes later.

Special events

Relay events include the 880, 440, mile, and distance and sprint medleys.

Special events on the cinder menu are the shot put, broad jump, discus, pole vault, 120 yard high hurdles, and the 100 yard dash.

OU tennis squad blasts Bluejays; all Omahans victorious in contest

With veteran Fred Pisasale leading the way, Omaha University tennisists drubbed Creighton U last Friday. The Indians had little trouble with the impotent Jays as they handed them a 7-0 whitewashing.

Pisasale, senior letterman, defeated Lou Volker, the Bluejays best, 6-0, 6-0. The Jays couldn't muster any competition in the other matches either, as Tom Burke, Don Blocker and Brendon Gallagher also won handily.

In the doubles, Pisasale and Blocker combined to blast Creighton's double pride, Eugene Lujan and Mike Beyhan. Scores were 6-0, 6-1.

Coach Don Pflasterer's tennis squad has been undefeated now since their loss to the University of Kansas early in the season.

EARN \$1.000 THIS SUMMER

Here's your opportunity for pleasant, profitable summer work with a Marshall Field owned organization. Openings for college men and women to assist the director of CHILDCRAFT work in your home state. Write for full details today to

COLLEGE PLACEMENT OFFICE
Box 6110
Chicago 80, Illinois.

gleams as it cleans
cleans as it gleams

Wildroot

LIQUID CREAM SHAMPOO

More than just a liquid, more than just a cream... new Wildroot Liquid Cream Shampoo is a combination of the best of both.

Even in the hardest water Wildroot Shampoo washes hair gleaming clean, manageable, curling without robbing hair of its natural oils.

Scalpless Sudsy... Lunelin Lovely!

R.S. To keep hair neat between shampoos use Lady Wildroot Cream Hair Dressing.



THREE SIZES:
29¢ 59¢ 98¢

Morningside plays host to invading Omaha nine

Led by freshman Dean Wilson, Omaha U golfers picked up another victory last Friday. They scored an 18-0 win at the expense of Nebraska Wesleyan.

The Plainsmen couldn't cope with the vastly improved Indian links squad, as OU swept every match.

Wilson, who has been flirting with par his last several times out, was medalist for the Indians. He fired a one over par 73 on the Lincoln Hillcrest Country Club course.

Bob Lindberg, veteran OU golfer pressed Wilson for honors with a 75.

Jerry Norene also shot in the 70's for the Omahans. Norene compiled a 79 to also win 3-0 from his opponent.

Tom Jauss, fourth man on the team, also added three points to his personal total as he shot a respectable 83 to blank his opponent.

Reliever Jerry Welling reached first base with one away and was advanced by lefty Bill Duffack's single. It was "The Duff's" second hit of the game. Welling was scored by Lee Nelson's single to tie the score.

Then Joltin' John Potts clubbed his second consecutive home run for the game winning runs.

Simpson scored one run off Welling in the top of the ninth on a disputed home run. The ball was hit through the cars in left, which made it an automatic ground rule double but the umpires called it a home run.

Cindermen from the University of Omaha more than held their own in the Sioux City Relays last Friday.

The Indians came home with two firsts to take their share of honors.

OU's Joe Nalty outsped all comers in the 100-yard dash for first place. Nalty covered the century in :10 flat in the preliminaries for the winning time.

He was one of two individual winners from Nebraska.

Omaha's speedy 880 quartet of Jerry Tannahill, Charles Hays, Bob Schropp and Nalty outdistanced the field for the 880-yard relay title.

In the Mile Relay, the Omaha U team was leading the pack and ahead of the mile relay record when Bernie Anderson,

OU's baseball squad will travel to Sioux City tomorrow for a night game against the Morningside Maroons. The game will be a preliminary to the Sioux City Western League action.

Rain forced a postponement of the first contest scheduled for the Iowa city on Apr. 22.

Omaha net team meets Midland in Fremont today

This afternoon the University of Omaha tennis squad will travel to Fremont where they will tackle the Midland net team.

The Indians and the Midland squad have not met yet this season. Doane downed Midland, while the Indians whitewashed the Doane Tigers.

Omaha 880 relay team take trophy; Nalty cops

running the third leg, stumbled and fell. OU finished fifth.

In the Wayne Relays, Nalty again copped honors in the 100-yard dash with a :10 performance.

The 880-yard relay victory at Sioux City netted the Omahans a large trophy.

It will be the first battle of a three-game road trip that includes a two-game series with Bradley University at Peoria.

Big Bob Offerjost is slated to take the hill against the Maroons, but he may be saved for the tough Bradley double-head.

Righthanders Larry Micheels or Jerry Wellings could get the call for the pitching assignment. Micheels is the regular third baseman but has shown abundant skill from the mound as well.

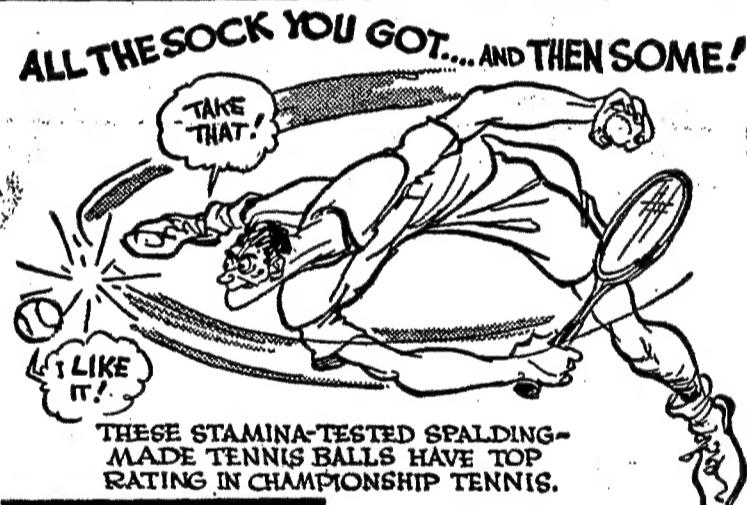
If Micheels hurls, veteran Jack Danze will be at the third sack with Don Maseman, Bob Mackie, and Lee Nelson rounding out the inner defense.

The outfielding starting posts will probably be manned by John Potts, Bill Duffack, and Aksel Schmidt.

Peppy Randy McCourt promises to be the number one catcher until Steve Marinkovich's sore arm rounds into shape.

Likely choices to see action in the Morningside fracas are second baseman Don Hansen, outfields Bob Schropp and Terry Bowman, and backstop Larry Brehm.

Next Monday the Indians will tackle the same Maroons in a return contest. The site is undetermined.



WITH ITS TWIN...
THE SPALDING....
THEY ARE PLAYED IN MORE
MAJOR TOURNAMENTS
THAN ALL OTHER TENNIS
BALLS COMBINED

FOR A SHARPER GAME...
PLAY THE

TWINS OF
CHAMPIONSHIP TENNIS

SPALDING
sets the pace in sports

ALL NEW SPORTS SHOW BOOK
of Mullin Cartoons published in this book only.
WRITE TODAY TO SPALDING—DEPT. 6-6
Chicago, Ill.



West wins 'Joe College' title at Feathers' dance

Don West was revealed as Omaha U's "Joe College 1952" Friday night, at the tenth annual "Joe College" dance presented by the Feathers. West is a member of Theta Chi fraternity.

The dance was held from 7:30 to 10 p.m. on the front steps of the University. Lights were strung along the front of the building by Jack Adwers. Music was provided by records and an amplifier donated by the Feathers. Approximately 300 students were present.

West was crowned during the intermission with a red baseball cap by Mrs. Mary Padou Young, Associate Dean of Students. He received a tie clasp. Other candidates for the title of "Joe College" were Ray Abeita, Sig Lamb; Bernie Anderson, Pi Kappa Alpha; Bill Crites, Sig Ep; Hugo Kahn, Phi Ep and

Bob Wolfe, ISA.

Co-chairmen for the dance were Elaine Brailey and Jean Levenson. Faculty sponsors were Mr. and Mrs. Paul Beck, Miss Vera Deurschner, Miss Marjorie Baumann and Dr. Frances Holliday.

Following the dance, 75 people were served a pizza supper at the Student Center. Replacing cafeteria-style service, coeds served complete pizza dinners to students, faculty and staff members.

The pizza dinner was the first event of its kind to be offered at the Shack and more events are being planned for the future.

Soc group has founders' tea

Alpha Kappa Delta, national honorary sociology fraternity, will hold a Silver Anniversary Tea tomorrow afternoon in the faculty clubroom.

The Omaha chapter extends an invitation to all faculty members and sociology students to be their guests at the observance of the Omaha chapter's 25th anniversary.

Over all chairman for the 3:30 to 5 p.m. affair is Clarine Lane, assisted by Gloria Oldergood and Marvel Huwe. Jean Levenson is planning table decorations. Mrs. T. E. Sullenger, Mrs. George Wilber, Mrs. Catherine Thomas and Mrs. Mary Padou Young will pour.

Alpha Kappa Delta claims sixty-four chapters in college and university sociology departments all over the nation. Dr. T. E. Sullenger, who organized the Omaha chapter, now serves

Ten groups enter May 20 'Campus Sing' competition

Five women's and five men's groups have entered the annual Campus Sing contest on Thursday evening, May 20, sponsored by the senior leadership societies, Waokiya and Omicron Delta Kappa.

The five women's groups entered are ISA, Zetas, Alpha Xi, Sigma Kappa and Chi Omega. Men's groups include ISA, Theta Chi, Pi Kap's, Sig Ep's and Sig Lamb's. "Bless This House" has been chosen as the contest song for women's groups while men's groups in the competition will sing "Vesper Bells." Entrants will be judged on their renditions of the official contest songs, although each group may sing one other song.

At the gathering on the front steps of the university, Waokiya and ODK will also tap new mem-

bers. The leadership societies will choose outstanding junior and senior members on the basis of activity, scholarship, service and religious leadership.

As there is to be no costuming at the All-School Sing, women participating are asked not to wear formals. Men will wear regular business suits or white coats.

June Williams of Waokiya and Stan Hagstrom of ODK are co-chairmen for the all-school event.

CHESTERFIELD - LARGEST SELLING CIGARETTE IN AMERICA'S COLLEGES

AT TEXAS U. Mike's University Fountain Service

We certify that Chesterfield is our largest selling cigarette by 3 to 1 - M. J. Brown.

SIGNED PROPRIETOR

CHESTERFIELD

3 to 1 because

CHESTERFIELD is MUCH MILDER with an extraordinarily good taste and NO UNPLEASANT AFTER-TASTE*

*From the Report of a Well-Known Research Organization